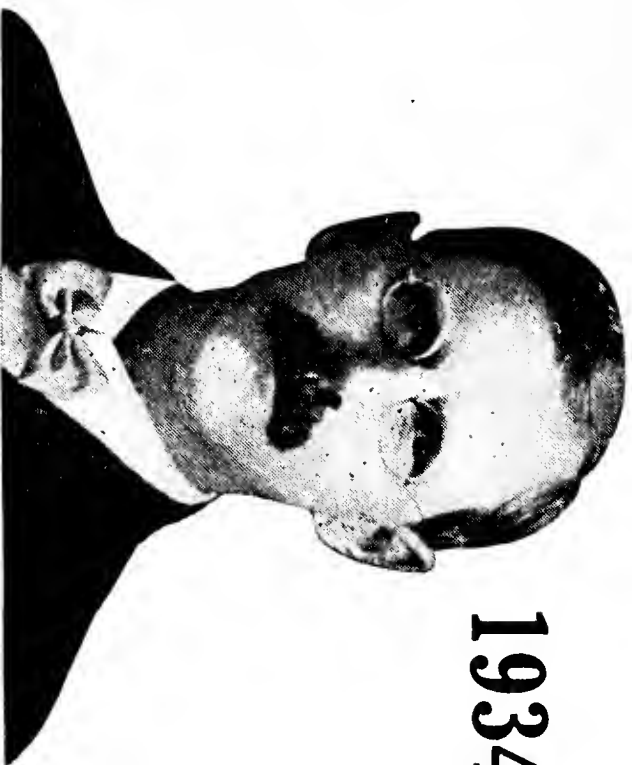


## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



6-3-30



1934

**J. K. ALEXANDER**

The World's Largest Dahlia Grower

**ALEXANDER'S DAHLIAS**

449 CENTRAL STREET

EAST BRIDGEWATER, MASS.

RETURN POSTAGE GUARANTEED

*Miss Mervin E. ...  
Agricultural Crops Division  
Bureau of Plant Industry  
U. S. Dept. of Agriculture  
Washington, D. C.*

SEC. 562 P. L. & R.

U. S. POSTAGE

**PAID**

East Bridgewater, Mass.

Permit No. 2

# INSTRUCTIONS — INFORMATION

## Please Read Before Ordering

**REMITTANCES** — May be made by Check, Post Office or Express Money Order, or Registered Letter, and if for less than \$1.00 can be made in U. S. stamps. Coin and currency should be sent by registered letter. Customers residing outside the United States please do not send Foreign stamps or currency—a Post Office order is preferable. All unpaid orders will be sent C. O. D. unless satisfactory arrangements can be made when the order is given.

**GUARANTEE** — I wish it distinctly understood that although I take all possible pains, I will not be responsible beyond the purchase price. I guarantee every root and plant I send out to be just as represented, absolutely true-to-name, reach its destination safely in good growing condition. I will cheerfully replace anything that fails to prove otherwise, and will appreciate your calling my attention to it.

**NAME AND ADDRESS** — Please remember to write your name, street and number, Post Office, County, State and Country if Foreign, as plainly as possible. Post Office Box or R. F. D. number if you have one. This will avoid delays and chances for errors.

**ALWAYS ADDRESS**

**J. K. ALEXANDER, The Dahlia King**  
or **HONEST JOHN**

**499 Central St., EAST BRIDGEWATER, MASS.**

## THE CULTURE OF THE DAHLIA

**Success Will Follow if You Observe These Instructions**

**PLANTING.** Plant roots in hills or drills, laying flat down, 6 inches deep. Do not stand the root on end. If you stand the root on end, having the sprout near the top of the ground, all the new roots which will form will grow near the top of the ground and when you have a dry spell your plant becomes stunted, whereas, if the roots were planted flat down 6 inches deep, no matter how dry the season, the roots would receive sufficient moisture to keep them growing. If planting with manure, cover manure an inch or so before planting roots; fertilizer should be thoroughly worked into the soil. Either fertilizer or manure will burn the sprout; be sure to cover with soil.

By planting the root first, then covering an inch or so with soil and applying your fertilizer or manure, your plant receives the entire benefit of the dressing. The dressing is above the root and every rain carries the food down to the roots, whereas, if your dressing is below the root, each rain takes your dressing further away from your plant.

**CULTIVATION.** Cultivation is the principal requirement of the Dahlia—the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

**Be sure your friends get all my catalogs, as I guarantee all my stock to grow true to name, or stock is cheerfully replaced free of all expense.**

I have been in the Dahlia and Plant growing business for over 48 years and at one time had over 40,000 customers and have shipped bulbs all over the world.

I shall only issue a folder this Spring on account of hard times, so send all orders from this. If interested in Hardy Plants, I will send you my 1933 Catalog for prices will be the same as last year.

## NEW INTRODUCTIONS FOR 1934

**MANOMET.** One of the best Cactus Dahlias that I have had the pleasure of growing. It is a very beautiful orange spotted darker, very large, going to twelve inches, and grows four canes. The flowers are held on good long stems well above the foliage. It is a very fine keeper as I have had it in vases five days without changing water. **\$10.00 each.**

**PRES. FRANKLIN DELANO ROOSEVELT.** This is a formal Decorative that has a certificate of merit from Storr's. A Chinese red with fawn edge and cream reverse, making the blooms very striking. The flowers are very large and deep, going eight inches without disbudding and holds its size all season. The blooms are held well above the foliage on good stiff stems. It is a profuse bloomer and should be disbudded, and it can be grown then to eight canes without reducing the flowers to less than nine to ten inches. The foliage is perfect. Insects do not like it. **\$10.00 each.**

**RIPPLES.** This is an informal Decorative. A very large flower of eight inches without disbudding. The rose-pink colored blooms are held on very long stems way above the foliage. It is a great bloomer and has fine foliage. I have a large stock of this so will let it go for **\$5.00 each.** A bargain.

# NEW AND RECENTLY INTRODUCED LARGE FLOWERING DECORATIVE DAHLIAS

**All Prices for Roots, No Plants Sold**

This list of 47 Best and Newest Dahlias I will sell for \$50.00 postpaid  
Regular Value \$62.00

- A. KRAUSSE.** A light orange-salmon shade. \$2.00.
- ASBURY PARK.** Autumn tints with copper salmon effect. \$2.00.
- AUTUMN BEAUTY.** A clear golden yellow. \$1.00.
- AZTEC GLORY.** A large clear picric yellow.. \$1.00.
- BIG BROTHER.** A large red. \$1.00.
- BROCKTON BEAUTY.** A large lavender. 50 cents.
- CITY OF NEW YORK.** A reddish-salmon. \$2.00.
- DONNA CALIFORNIA.** Rose-pink, suffused lavender. \$1.00.
- DOROTHY STONE.** A brilliant pink. \$1.00.
- DR. JOHN H. CARMEN.** Tyrian rose tipped silver. \$1.00.
- EDWARD THOMAS BEDFORD.** A large rich purple. \$1.00.
- FORT WASHINGTON.** A large and deep velvet-maroon. \$1.00.
- FRANK GALVIN.** A delicate pink. \$1.00
- FRANK MILLER.** A large picric yellow. \$1.00.
- GRAF ZEPPELIN.** A large pure white. \$1.00
- GROVER WHALEN.** A rich orange, tinted bronze. \$1.00.
- HERALD TRIBUNE.** White. \$1.00.
- HAWAIIAN NIGHT.** A large bright deep red with yellow cast. \$3.00.
- JIM MOORE.** Primrose yellow. \$1.00.
- J. K. ALEXANDER, JR.** The largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in the center of each petal. This blooms 12-14 inches without disbudding. \$3.00.
- JOHN DRUREY.** Light salmon shade. \$2.00.
- JUDGE LEON McCORD.** A deep gold, reverse old rose. \$1.00.
- JUNE MOON.** A beautiful Autumn shade. \$1.00.
- KING MIDAS.** Golden yellow. \$1.00.
- MARSHALL'S GLORY.** A large rose crimson. \$1.00.
- MONMOUTH CHAMPION.** A beautiful orange scarlet. \$1.00.
- MRS. ADA R. SHERMAN.** Scarlet with slight tip of yellow. \$1.00.
- MRS. J. K. ALEXANDER.** The best clear buttercup-yellow dahlia ever introduced. A 14-16 inch flower, free flowering, long stems, and is a REAL dahlia, a noble flower. \$5.00.
- MRS. J. M. SHAFER.** Salmon shade. \$1.00.
- MRS. JOHN G. CARVER.** A fine pink. \$1.00.
- OMAR KHAYYAM.** A large Chinese red shading to bright orange. \$2.00.
- PENN CHARTER.** A clear golden yellow tinted apricot. \$2.00.
- PRIDE OF FT. MORGAN.** Crimson red. 50 cents.
- QUEEN OF THE GARDEN BEAUTIFUL.** Primrose yellow. \$1.00.
- ROBERT E. LEE.** A bright luminous red. \$1.00.
- SEALS' CALIFORNIAN.** Bright golden yellow at center, shading lighter to a bronze rosy pink. \$1.00.
- SIR JOHN CARLIN.** Royal purple. \$1.00.
- SPIRIT OF ST. LOUIS.** American Beauty rose. \$1.00.
- SANHICAN'S QUEEN.** Apricot and carmine rose. \$1.00.
- SYDNEY P. MITCHELL.** A rich velvety red. \$1.00.
- THE SURPRISE.** Rose shade. \$1.00.
- THOMAS A. EDISON.** A dark Royal purple. \$1.00.
- WILL ROGERS.** A clear silvery lavender. \$3.00.
- WM. G.** A large scarlet-red. \$1.00.
- YELLOW BEAUTY.** Pure Empire yellow. \$1.00.
- YELLOW PRINCESS.** A large yellow. \$1.00.
- YANKEE QUEEN.** A large true pink. \$1.00.

## DECORATIVE DAHLIAS

**Recently Introduced Which Are of Superior Merit and  
Wonderful to Grow**

I will ship the 126 for \$50.00, regular value \$60.85 postpaid  
This is the finest collection ever offered at this price.

- ALICE M. ALEXANDER.** An opal red or, to put it in a more popular way, a rich, brick red. 50 cents.
- ALICE GREEN.** Golden autumn shade. \$1.00.
- ALMA ALEXANDER.** Deep orange. 50 cents.
- ALTA RAY.** Salmon orange, one tone darker than Jane Cowl. \$1.00.
- AMERICA'S GLORY.** A light, bright, scarlet, evenly tipped purest white. 50 cents.

**AMULET.** Coppery golden bronze. 50 cents.  
**AMUN RA.** Coppery bronze. 50 cents.  
**AVALON.** A pure yellow. 25 cents.  
**BARBARA REDFERN.** Burnished copper shading to gold. 50 cents.  
**BASHFUL GIANT.** Apricot with golden shadings. 25 cents.  
**BEATRICE A. TAYLOR.** Empire yellow. \$1.00.  
**BECKETT'S ORIENTAL.** Red and yellow. 50 cents.  
**BETTY ALEXANDER.** A beautiful Persian lilac. 50 cents.  
**BLACK JACK.** Rich, dark maroon. 50 cents.  
**BONNIE BRAE.** Peach and cream. 25 cents.  
**CAMDEN CURRIER.** A rich bronze. 50 cents.  
**CATHERINE ALEXANDER.** A little lighter than old rose. 50 cents.  
**CATHERINE WILCOX.** White with points of petals tipped cerise. 25 cents.  
**CHAMPAGNE.** A delightful warm Autumn shade. 25 cents.  
**CHARLOTTE ALEXANDER.** White, with a slight veining of purple on the flat broad petals. 50 cents.  
**CHEMAR'S CHARM.** A light autumn pink shade. 50 cents.  
**CHEMAR'S EUREKA.** A pure, white. 50 cents.  
**CHEMAR'S PURITY.** A most perfect white. 50 cents.  
**CITY OF TRENTON.** Autumn-colored. 50 cents.  
**CREAM OF SEATTLE.** Cream white. 50 cents.  
**C. T. CHADWICK.** Bluish lavender with a white tip. 75 cents.  
**COQUETTE.** A beautiful red and gold combination. 50 cents.  
**DAD.** A large red. 50 cents.  
**DELLA V. POTTER.** A light salmon-pink. 50 cents.  
**DOROTHY ALEXANDER.** A rich apricot yellow. 50 cents.  
**DR. TEVIS.** Salmon rose. 25 cents.  
**EARLY MORN.** Peach pink. 50 cents.  
**EASTERN STAR.** Saffron yellow. 50 cents.  
**EDITH BERYL.** Yellow running from empire yellow to jasper pink and a pale lemon yellow. 50 cents.  
**ELEANOR GRANT.** Almost white. 25 cents.  
**ELINOR VANDERVEER.** Rose pink. 25 cents.  
**ELITE GLORY.** Large, brilliant rich red. 50 cents.  
**ELIZABETH SLOCOMBE.** Large, rich purplish-garnet. 25 cents.  
**ELSIE DANIELS.** Lavender-pink shading to white at center. 50 cents.  
**EVA PELICANO.** A large white. 25 cents.  
**F. L. MILLS.** Yellow, base shading to orange. 25 cents.  
**FRED TENNANT.** Burnt orange. 50 cents.  
**GEORGE H. CARR.** Magenta shading lighter at tips. 25 cents.  
**GILDA GRAY.** Pure lilac color shading to deep Tyrian rose. 50 cents.  
**GLORY OF MONMOUTH.** Rich eosine pink. 50 cents.  
**GLORY OF NEW HAVEN.** A pinkish-mauve, nearly lavender. 25 cents.  
**GRACE CURLING.** A clear Cattleya lavender. \$1.00.  
**HALVELLA.** Rose pink. 25 cents.  
**HARRIET THOMPSON.** A brilliant orange buff with reverse of Oriental red. \$1.00.  
**HARRY MAYER.** Pale rosaline purple. 50 cents.  
**H. MAIER.** A little darker than primrose-yellow. 25 cents.  
**IDA PERKINS.** Beautiful white. 50 cents.  
**IDA TARBELL.** A large deep crimson shade. 50 cents.  
**ITALIAN SUNSET.** Cream to yellow. 50 cents.  
**JACQUES FUTRELLE.** Light greenish yellow. 50 cents.  
**JANE COWL.** Bronzy-buff and old gold. 50 cents.  
**JERSEY'S BEACON.** Chinese scarlet. 25 cents.  
**JERSEY'S BEAUTY.** True pink. 25 cents.  
**JERSEY'S FIANCEE.** Rose pink. 50 cents.  
**JERSEY'S IDEAL.** A lavender pink. 25 cents.  
**JERSEY TRIUMPH.** Bright copper flushed salmon. 50 cents.  
**JUDGE ALTON PARKER.** Golden buff. 25 cents.  
**JUNIOR.** A pure lavender. 25 cents.  
**KATHLEEN NORRIS.** A true rose pink. \$1.00.  
**KEMP'S VIOLET WONDER.** A rich naphthaline violet. \$1.00.  
**KING OF AUTUMN.** A rich autumn shade. 25 cents.  
**KING OF THE GARDEN.** Pink and gold. 25 cents.  
**KITTY DUNLAP.** American Beauty rose. 25 cents.  
**MABEL GOODACRE.** An even mauve. \$1.10.  
**MARDI GRAS.** A bold flower of the American Beauty shade. \$1.00.

**MARGARET K. ALEXANDER.** Buff yellow. 50 cents.  
**MARGARET MASSON.** Rose-pink. 50 cents.  
**MARGARET WOODROW WILSON.** An opalescent pink. 25 cents.  
**MARMION.** A large, pure golden yellow with bronze shadings. 50 cents.  
**MARVEL.** A beautiful orange shade. \$1.00.  
**MILLIONAIRE.** Most delicate lavender. 25 cents.  
**MINA BURGLE.** A brilliant scarlet. 25 cents.  
**MORDELLA.** A bright, clear apricot-buff. 50 cents.  
**MRS. A. E. WHEELER.** Fushia color. 50 cents.  
**MRS. ALFRED B. SEAL.** Pure glowing old rose shading to violet rose. \$1.00.  
**MRS. CARL SALBACH.** A mauve-pink. 25 cents.  
**MRS. EDITH HAYWARD.** Lemon yellow. 25 cents.  
**MRS. EDNA B. CHAMPLIN.** Deep rhodamine pink. \$1.00.  
**MRS. ELMER O. DREW.** Rich purplish maroon. 50 cents.  
**MRS. GEORGE SKEEN.** Shrimp pink. \$1.00.  
**MRS. I. DE VER WARNER.** Deep mauve pink. 25 cents.  
**MRS. JOHN T. SHEEPERS.** Large canary-yellow, petals tinted old-rose. 50 cents.  
**MRS. R. T. EDWARDS.** Pink reverse plum. 50 cents.  
**MRS. E. L. TROTTER.** A dark crimson. \$1.00.  
**NANAQUAQUET.** Amaranth pink. 50 cents.  
**NELLIE KNAPP.** Clear white. 50 cents.  
**POLAR SNOW.** Pure white. 50 cents.  
**PRIDE OF CALIFORNIA.** Crimson red. 25 cents.  
**PRIDE OF MONMOUTH.** A rich golden-buff. 50 cents.  
**PRIDE OF STRATFORD.** Cadmium orange. 50 cents.  
**PRIVATE BYRON STREETER.** A deep purple. 25 cents.  
**RADIO.** The color, blood red edged and tipped yellow. 50 cents.  
**RALPH BLODGETT.** Cornelian red blending to yellow ochre. 25 cents.  
**ROBERT SCOTT.** Apricot yellow. 50 cents.  
**ROBERT TREAT.** American Beauty rose. 50 cents.  
**RODMAN WANAMAKER.** A bronze salmon-pink. 50 cents.  
**ROMAN EAGLE.** Burnished copper. 25 cents.  
**ROSA NELL.** Bright rose. 25 cents.  
**ROSE ALEXANDER.** A deep chrome orange with every petal tipped white. 50 cents.  
**ROSE FALLON.** Old-gold. 50 cents.  
**ROSE K. DARNELL.** Rose. 25 cents.  
**SAGAMORE.** A golden yellow. 25 cents.  
**SALEM PRIDE.** Rhodamine purple and flecked white. 75 cents.  
**SANHICAN'S BLUEBIRD.** A bright violet blue. 50 cents.  
**SANHICAN'S GEM.** Old gold. 50 cents.  
**SOMERSET.** Salmon and old gold. 50 cents.  
**SOUVENIR DE G. DOAZON.** A pleasing shade of orange-red. 25 cents.  
**SUSAN R. ALEXANDER.** Antimony yellow. 50 cents.  
**SWIFT.** Lemon yellow. 25 cents.  
**TOMMY ATKINS.** Firey scarlet. 50 cents.  
**TRENTONIAN.** Immense brown coppery bronze. 50 cents.  
**WALKOVER PRINCE.** Nopal Red. 50 cents.  
**WHITE EMPRESS.** White. \$1.00.  
**WILLIAM SELTSAM.** Crimson red. \$1.00.  
**WM. H. SLOCOMBE.** Pale yellow. 50 cents.  
**WM. J. IRWIN.** Very fine lavender-purple. 50 cents.  
**YANKEE KING.** A strawberry pink. 50 cents.  
**YELLOW MONS. LE NORMAND.** Golden-yellow with reddish markings. 25 cents.

## POMPON DAHLIAS

New and Recent Introductions for 1934.

I will ship the 10 Poms. for \$2.50 postpaid, value \$2.95.

**DEW DROP.** Light pink, edged darker. 25 cents.  
**FRAU DE KNOBLE.** A fine, delicate flesh overlaid lavender. 50 cents.  
**JESSICA.** Yellow, edged red; a very effective combination. 25 cents.  
**JOE FETTE.** Pure white with long stems. 25 cents.  
**KLEIN DOMITEA.** Orange-buff. 25 cents.  
**LASSIE.** Yellow, edged and tipped white. 25 cents.  
**LITTLE BEESWING.** A small yellow tipped deep cherry. 35 cents.  
**LITTLE DAVID.** A fine red. 35 cents.  
**SNOW CLAD.** Small white. Free. 25 cents.  
**SUNBEAM.** A brilliant crimson scarlet. Excellent for cutting. 25 cents.

## GENERAL LIST OF POMPONS

I will ship this list of 10 Poms. for \$1.25, regular value \$1.50  
15c each or \$1.50 per doz.

or the two lists of Poms. for \$3.00 postpaid.

**AMBER QUEEN.** Rich, clear amber, shaded apricot.  
**BELLE OF SPRINGFIELD.** The smallest Dahlia grown. Perfect miniature flowers of bright brick red.  
**CHALLENGE.** Red and white.  
**DARKEST OF ALL.** Nearly black.



**GOLDEN GEM.** Yellow and white.  
**GOLDEN QUEEN.** The most perfect yellow Pompon to date.  
**LITTLE HERMAN.** Deep carmine, tipped with white.  
**LITTLE MARION.** The ground color is a soft salmon pink with a veining of crimson through each petal.  
**PRINCE CHARMING.** Cream, tipped purple.  
**RAPHAEL.** Very dark maroon.

## CACTUS DAHLIAS

I will ship this fine collection of 36 varieties, for \$15.00 postpaid,  
 Regular Price \$20.25

**ALICE WHITTIER.** Primrose or sulphur yellow. 50 cents.  
**AMBASSADOR.** Soft yellow buff. 50 cents.  
**ANDREAS HOFER.** Light pink. 50 cents.  
**BETTY IVINS.** A lovely salmon shade. 50 cents.  
**CALIFORNIA ENCHANTRESS.** A very delicate blush opening to creamy white. 25 cents.  
**CHARLES SMITH.** Immense golden yellow. \$5.00.  
**CHEMAR'S MASTERPIECE.** Orchid pink. 50 cents.  
**CIGARETTE.** Red and white. 50 cents.  
**COUNTESS OF CLAVERLY.** A wonderful, large pink. \$1.00.  
**COUNTESS OF LONSDALE.** Salmon rose and pink. 25 cents.  
**EAGLE ROCK JEWEL.** Cream overlaid with cameo pink. 50 cents.  
**ELKRIDGE.** A splendid white. 50 cents.  
**ELSA BLONDELL.** A rich, velvety carmine. 25 cents.  
**ELSIE OLIVER.** Creamy pink, shading white at center. 25 cents.  
**FLYING AMBASSADOR.** White. 50 cents.  
**GEN. J. B. SETH.** Orange scarlet. 25 cents.  
**ICEBURG.** Ivory white, pale yellow cast at center. 25 cents.  
**JEAN HARE.** Apricot buff with tips golden bronze. 50 cents.  
**JERSEY'S RADIANCE.** Bright glowing salmon. 50 cents.  
**KEMP'S FORT MONMOUTH.** Crimson maroon. 50 cents.  
**KRIEMHILDE.** A delicate pink. 25 cents.  
**LAURINE.** Orange terra-cotta. 25 cents.  
**MAMMOTH.** A purple crimson. 50 cents.  
**MARJORIE CASTLETON.** Rose pink tipped white. 25 cents.  
**MRS. C. B. BENEDICT.** A clear light yellow. 25 cents.  
**MRS. C. H. BRECK.** Creamy yellow passing to various shades of rose pink. 25 cents.  
**MRS. ETHEL F. T. SMITH.** A white shading to a greenish lemon. 25 cents.  
**MT. SHASTA.** Cream white shaded pink. 25 cents.  
**NATURE'S JEWELL.** Dainty orchid pink. 50 cents.  
**NEW GLORY.** Crimson with white tip. 50 cents.  
**ROYCROFT.** A golden bronze. 50 cents.  
**SAMUEL T. ALEXANDER.** Japan rose. 75 cents.  
**SANTA ANNA.** A beautiful salmon rose. 50 cents.  
**SISKIYOU.** Pink tinged with mauve. 50 cents.  
**STAR OF BETHLEHEM.** White. \$1.00.  
**SULPHUREA.** A soft yellow. 25 cents.

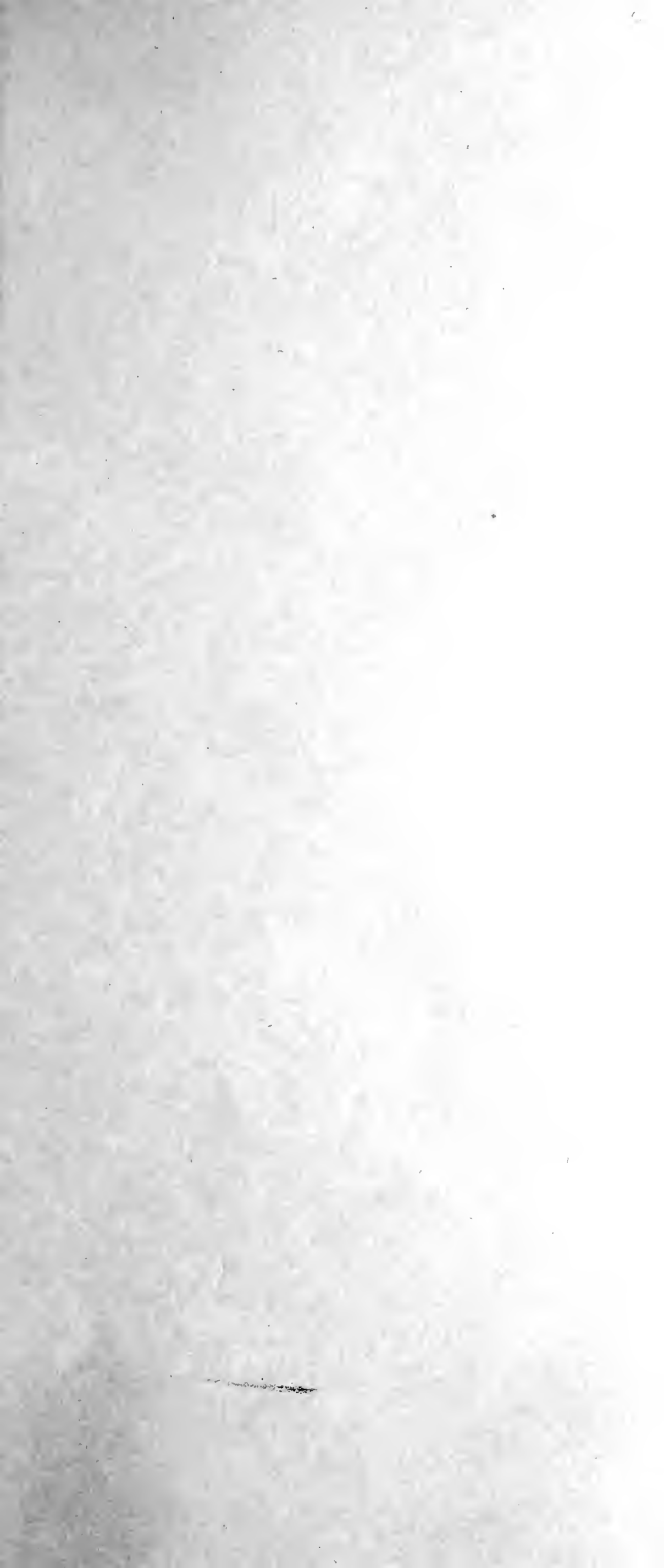
## SHOW AND FANCY DAHLIAS

15 cents each; \$1.50 a dozen;

I will ship this list of 25 for \$3.00 postpaid, value \$3.75

**A. D. LIVONI.** Beautiful soft pink.  
**AMERICAN BEAUTY.** A gorgeous wine-crimson.  
**ARABELLA.** Sulphur yellow, tipped pinkish white.  
**D. M. MOORE.** "Nearly black" deep maroon.  
**FREDERICK SPITTEL.** Vermilion-scarlet, often tipped white.  
**GLOIRE DE GUSCARD.** In color it is an almost indescribable combination of orange-red, yellow, pink and white.  
**IMPERIAL.** Deep purplish maroon.  
**JAMES VICK.** Purple crimson.  
**LES AMOURS DE MADAME.** Delicate pale rose, striped scarlet.  
**LUCY FAUCETT.** Pale yellow, striped deep pink or light magenta.  
**MAUDE ADAMS.** A pure snowy white, very effectively overlaid, clear delicate pink.  
**MAYOR DUNN.** A beautiful clear scarlet.  
**MISS HELEN HOLLIS.** Deep scarlet.  
**MRS. C. D. ANDERSON.** Rich purplish crimson.  
**MRS. DEXTER.** Salmon.  
**POLLY SANDALL.** A novel combination of bronze yellow, veined and blotched pinkish white.  
**PRINCESS VICTORIA.** Pure canary yellow.  
**RED HUSSAR.** A Clear, cardinal red, good stems and a free bloomer.  
**ROBERT BROOMFIELD.** Pure white.  
**ROSE.** (Alexander) Color, deep rose shade.  
**STORM KING.** A pure white.  
**STRADELLA.** (Alexander) Rich, deep purple crimson, very free-flowering, long stems.  
**VIVIAN.** (Alexander.) The color is white, effectively edged rose violet.  
**WHITE SWAN.** Pearly white.  
**YELLOW DUKE.** Primrose yellow.





**TO ANY CUSTOMER** sending in a \$10.00 to \$14.00 order, I will send free one of my new J. K. Alexander, Jr., 12-14 inches in diameter, the largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in center of each petal. This is even better than Satan and it sells for only **\$3.00 per root** and is worth \$10.00 to any Dahlia Grower.

**TO ANY CUSTOMER** sending in an order for \$15.00 or over, I will send free a bulb of my new Dahlia Mrs. J. K. Alexander, a 14-16 inch bloom and flowers as free as a Pompon Dahlia, and is the most beautiful yellow ever introduced and sells for **\$5.00 per root**.

## MIXED DAHLIAS

This mixture of some of the best named varieties without labels, all large-flowering, all different, and which sell, under names, at \$2.50 to \$5.00 per doz. I will send 12 fine bulbs, all colors, for **\$2.00** postpaid.

Regular mixed, all types, all colors, a fine mixture of 12 all different, for **\$1.00** postpaid.

## DAHLIA SEED

I offer this year seed carefully selected from the best varieties and all types. If you are interested in growing Dahlias in new forms and new colors, you cannot do better than to get a packet of seed. One package will produce 15 to 20 plants.

**SPECIAL SEED.** I have selected and reserved some hand-pollinised seed and can supply a limited number of packets of this seed, being personally selected from my best and largest varieties. I highly recommend these seed. **\$2.00 per package of 50 seeds.**

**SPECIAL MIXED SEED.** 50 seed selected from all large-flowering varieties, Dec., H. C., and Peony-flowered. **\$1.00 per package.**

**SELECT MIXED SEED.** 50 seed from some very select flowers. Price **50 cents per package.**

## DAHLIA CUTTING KNIVES

Many of my customers have asked me what kind of knife I use in separating my clumps of Dahlias, so thinking it will make it convenient for my customers. I am offering the knives we use to separate the Dahlia clumps. **50 cents, prepaid.**

## DAHLIA LABELS

**Dahlia Labels, Painted, with Wires,** 3½-inch iron wire, 75 cents per 100, prepaid; \$3.00 per 1,000 prepaid; 3½-inch, copper wire, 75 cents per 100, prepaid; \$4.00 per 1,000, prepaid.

**Dahlia Labels, with Wires,** 3½-inch, iron wire, 50 cents per 100, prepaid; 3½-inch copper wire, 50 cents per 100, prepaid; \$3.50 per 1,000, prepaid. Not less than 600 at 1,000 rates.

## WOODEN PLANT LABELS

For any kinds of plants. These are plain labels to be used either in pots or out of doors, with one end pointed.

**Plant Labels,** 4-inch, plain, 50 cents per 100, prepaid; \$2.00 per 1,000, prepaid. 5-inch, plain, 60 cents per 100, prepaid; \$3.00 per 1,000 prepaid. 6-inch, plain, 75 cents per 100, prepaid; \$4.00 per 1,000, prepaid. Not less than 600 at 1,000 rates.

## GLADIOLI

The Gladioli are without an equal either for bedding or borders. As a cut flower they are far superior to any other Summer bloomer, either for lasting qualities or for the various uses for which they can be employed. If planted by the last of May, they will bloom by the first to the middle of August, if cared for properly.

**The way to Plant**—Dig the row or bed from eight to ten inches deep, then spread a liberal amount of good fertilizer in the bottom of the row or bed, then rake it in thoroughly before planting your bulbs from four to six inches deep.

## NEW AND CHOICE GLADIOLI FOR 1934

This collection of thirty-two all different, all large-flowering varieties.

1 each for \$2.00 or 12 each of the 32 for \$20.00 postpaid.

5c each, 50c doz. — 10c each, \$1.00 doz. — 15c each, \$1.50 doz.

6 at doz. rates.

**AFLAME.** Silvery flame red. 10 cents.

**AIGRETTA.** A clear white. 15 cents.

**ALBANIA.** Pure glistening white. 5 cents.

**ANTHONY B. KUNDERD.** Cream and pink. 10 cents.

**BEACON FLAME.** Crimson red. 10 cents.  
**BERTY SNOW.** Soft lilac-pink. 10 cents.  
**BETTY NUTHALL.** Coral-pink and pale yellow throat. 10 cents.  
**CHATEAU THIERRY.** Large orange-scarlet. 10 cents.  
**DORRITT.** Lavender pink. 10 cents.  
**DR. F. E. BENNETT.** Scarlet. 5 cents.  
**FONTAINE.** Pink and yellow. 10 cents.  
**GIANT NYMPH.** Coral pink. 5 cents.  
**GOLDEN DREAM.** Golden yellow. 5 cents.  
**HENRY C. GOEHL.** White, crimson blotch. 15 cents.  
**JACK LONDON.** Fine salmon. 10 cents.  
**LONGFELLOW.** La France pink. 15 cents.  
**MARIE KUNDERD.** White. 5 cents.  
**MARMORA.** Lavender grey with petunia-colored blotch. 10 cents.  
**MRS. FREDERICK C. PETERS.** Rose violet. 5 cents.  
**MRS. LEON DOUGLAS.** Light red. 5 cents.  
**MYSTIC.** Bright rose pink. 5 cents.  
**NORA.** Beautiful light lavender blue. 10 cents.  
**OPALESCENT.** Bluish pink and white. 5 cents.  
**PANSY FACE.** Deep violet blue. 10 cents.  
**PRIDE OF WANAKA.** A large soft red 10 cents.  
**PRINCE OF INDIA.** Smoky old rose. 15 cents.  
**RED CANNA.** Brilliant red. 5 cents.  
**ROMANCE.** Deep orange-salmon. 5 cents.  
**SCARLET PRINCEPS.** Flaming scarlet red. 5 cents.  
**SCARLET WONDER.** A fine scarlet-red. 5 cents.  
**SEABROOK GEM.** Rose-pink. 10 cents.  
**WINE KING.** Deep wine-colored. 10 cents.

## STANDARD GLADIOLI AT DEPRESSION PRICES

5c each, 35c per doz. postpaid, or one each of the 28 large flowering Gladioli for \$1.00 or 12 each for \$8.00 postpaid.

**CARMEN SYLVA.** Snow white.  
**DR. VAN FLEET.** Deep rose pink.  
**E. J. SHAYLOR.** A beautiful rose pink.  
**GEO. F. ELCOCK.** Cream white, overlaid salmon pink.  
**GOLD.** Pure golden yellow  
**GOLDEN MEASURE.** Golden yellow  
**HALLEY.** Delightful salmon rose  
**HERADA.** Pure mauve.  
**INDEPENDENCE.** Deep crimson pink.  
**ISA TINKHAM.** Deep purple crimson.  
**JOE COLEMAN.** Popular red.  
**LE MARECHAL FOCH.** Clear light pink.  
**LILYWHITE.** Almost a pure white.  
**MAGIC.** Lavender blue, with large purple throat blotches.  
**CRACKER JACK.** Deep crimson.  
**CRIMSON GLOW.** Crimson.  
**MARY PICKFORD.** Creamy white.  
**METROPOLITAN.** Light crimson scarlet.  
**MRS. DR. NORTON.** White Edged La France pink.  
**MRS. FRANCIS KING.** Light scarlet.  
**MRS. FRANK PENDLETON, JR.** Salmon pink, with blood-red blotch.  
**NEOGA.** Dark garnet.  
**PEACE.** A pure white tyrian rose blotch.  
**PINK WONDER.** Fine pink.  
**PRINCE OF WALES.** Delicate coral pink.  
**PRINCEPINE.** Carmine red with white blotch.  
**SCHWABEN.** A pure canary yellow.  
**WILLBRINK.** Flesh pink, creamy blotch.

## PRIMULINUS HYBRIDS

It is within this type of Gladioli we find the most varied and beautiful tints—the reds, yellows, oranges, saffrons, pinks and some wonderful color combinations not found in the large flowering varieties. This type of Gladioli is becoming very popular.

This fine collection of 13 orchid flowering Gladioli for 35 cents or 12 of each kind for \$4.00 postpaid.

**ALICE TIPLADY.** Large bloom, orange saffron color.  
**ALTAIR.** Salmon saffron.  
**BLUSH QUEEN.** Blush pink.  
**DOROTHY WHEELER.** Pure delicate rose pink.  
**FLAMING SWORD.** Bright orange red.  
**GOLD DROP.** Large bright yellow.  
**GOLDEN TING.** Golden orange shade.  
**HARMONY.** Deep red.  
**JEWEL.** Clear salmon pink with a clear golden throat.  
**MAIDEN'S BLUSH.** Delicate shade of pink.  
**MIDSUMMER DREAM.** Lively light crimson.

**MYRA.** Deep salmon over yellow ground.  
**SOUVENIR.** Purest golden yellow.  
**MIXED PRIMULINUS HYBRIDS.** They are among the earliest of the Gladioli to blossom, flowering ten days to two weeks before most all others. 25 cents per dozen; \$2.50 per hundred postpaid.  
**ALEXANDER'S SELECT MIXED.** Nothing better ever offered. Blooming size 35 cents per dozen; \$3.00 per 100; \$25.00 per 1000 postpaid.  
**GRAND MIXTURE.** This is a field mixture of all varieties, a most attractive mixture. 35 cents per dozen; \$2.50 per 100; \$20.00 per 1000 postpaid.

## HARDY PERENNIAL PHLOX

Among hardy herbaceous plants, none are more showy or more easily grown than the Phlox. They are very desirable planted in groups. Individual clumps throughout perennial beds make a very satisfactory display, while mass plantings of one color make the most effective showing.

12 different varieties without names, all different, regular value \$3.50 for half price, \$1.75 postpaid.

## JAPANESE IRIS — IRIS KAEMPFERI

The Japanese Iris is without doubt the king of all Iris. If grown in a favorable location, the flowers will attain a size of from eight to twelve inches across and stand over four feet from the ground.

They should be planted in a location that has plenty of moisture but which is well drained, especially in Winter. Standing water during the Winter months will probably kill the plants. They should be planted in the Spring or early Fall and if properly cared for, will give excellent results the following season.

They start blooming the last of June at a time when cut flowers are most appreciated in the garden, and continue for about six weeks. When used for cut flowers they should be cut in the bud and allowed to open in water.

Order by name or number.

Double, six petal Jap Iris, 25c each or the 15 for \$3.00 postpaid each one labelled with its name or number

- No. 8—**AMISKOOKI.** Falls plain white standard white.
- No. 72—**CHOISEDEN.** White, bordered light crimson rose.
- No. 10—**DATEDOGUE.** Falls white splashed violet.
- No. 6—**GENJIYAMA.** Standards and falls rich dark purple.
- No. 16—**GOLD BOUND.** Pure white with gold-banded center.
- No. 1—**KAGARIBI.** Lavender, except a yellow spot in the center of each petal.
- No. 61—**KMOCHI-GUMA.** Deep violet purple
- No. 4—**KUMA-FUNGIN.** Purple blue, stigmas lighter.
- No. 44—**KUMA-NO-ISHO.** Falls rich dark purple.
- No. 17—**KUMO-NO-UYE.** Deep purple with yellow center.
- No. 12—**MANADZURA.** White, veined with blue.
- No. 32—**ORIOLE.** Rich plum with yellow center markings.
- No. 20—**POCAHONTAS.** Beautiful dark blue.
- No. 13—**TAKARA-DAMA.** Rich purple with blue halo surroundings.
- No. 3—**TEMPLETON.** Violet blue mottled pink and white.

Single three petal Jap Iris, 15c each or the 15 for \$2.00 postpaid

- No. 39—**A. L. SHERWOOD.** Lavender, and white
- No. 19—**AOIGATA.** Reddish lavender.
- No. 7—**GINGYOKU.** Pure white with orange bar.
- No. 45—**HATSUKAMURI.** A purple blue.
- No. 30—**HELEN SEABOLD.** Reddish violet and white shadings.
- No. 22—**HOREN.** Falls are white with large orange blotch.
- No. 38—**KBATA.** Standards and falls purple blue.
- No. 37—**KOHIO-HARE.** Light lavender ground mottled and veined purple.
- No. 21—**MEIRAN.** Falls very light lilac, veined purple.
- No. 2—**OTOMENWOOD.** Royal purple
- No. 27—**OYODO.** Yellow far set in a maroon field, wine-colored margin center..
- No. 11—**TSURO-NO-KEGOROMO.** Pure white with yellow blotch.
- No. 9—**WASI-BAURI.** Pure white, veined violet blue.
- No. 71—**WHITE SWAN.** White petals, golden bar in center.
- No. 15—**YEZONISHITAI.** Falls red-lavender shaded purple.

## JAPANESE IRIS IN MIXTURE

Without names, all colors, \$1.50 per doz. \$10.00 per 100.  
 Not less than six at these prices.

## NEW AND RARE IRIS

This Collection of 28 New and Rare Iris, one each postpaid for \$5.00.  
25 cents each; \$2.50 per dozen

**AFTERGLOW.** Misty lavender.  
**ALCAZAR.** Bluish violet, falls brilliant purple.  
**ARAGON.** Golden yellow, falls velvety red.  
**BEAUTY'S SECRET.** Deep soft violet.  
**DUSTY MAID.** Pale buff, falls deep mauve-purple.  
**ELDORADO.** Bronze, heliotrope, and violet purple.  
**FENELLA.** White.  
**GENGHIS KHAN.** Rose, falls blackish purple.  
**KNYSNA.** Clear yellow, falls velvety-red brown.  
**KOYA.** A deep violet  
**LA NEIGE.** Cream white with flaring falls.  
**LORD OF JUNE.** Lavender violet.  
**MARY ORTH.** Rich, dull violet tones  
**MILKY WAY.** Clear white.  
**MIRANDA.** A tall and early violet blue.  
**MOLIERE.** A large violet purple flower.  
**MOTHER OF PEARL.** Bluish lavender.  
**NAUSHON.** Mauve and pansy violet.  
**OCHRACEA COERULEA.** Old gold.  
**PURPLE LACE.** Deep blue-purple.  
**QUEEN CATERINA.** Lavender violet.  
**QUETICO.** Dark bluish violet.  
**RACHEL FOX.** Pale gold, falls yellow.  
**SHERBERT.** Ecru shaded with purple.  
**SINDJKHA.** A very deep, dull lavender.  
**THUNDERCLOUD.** Deep grayish lavender.  
**VALERY MAYET.** Rose purple.  
**WHITE KNIGHT.** A pure white.

## IRIS OF EXCEPTIONAL MERIT

This superb collection of 35 wonderful Iris one each for \$3.50 prepaid to any part of the world. These varieties, all 15 cents each.  
Three of any one variety, 40 cents. Twelve of a variety, \$1.50.

**CANDELABRE.** Lavender flecked violet.  
**CAPRICE.** Rosy red.  
**CELEBRITY.** A clear light blue.  
**DR. BERNICE.** Bronze yellow; falls maroon red.  
**FLAVESCENS.** Soft yellow.  
**FLORENTINA ALBA.** Finest white variety.  
**GERTRUDE.** Violet blue.  
**HECTOR.** Soft clouded yellow.  
**HELGA.** Lemon yellow with pearl shading.  
**HERANT.** Lavender blue.  
**HER MAJESTY.** Heliotrope.  
**HONORABILIS.** Golden yellow.  
**INGEBORG.** Pure white.  
**IRIS KING.** Rich golden yellow.  
**KOCHI or NIGHT.** Rich purple.  
**LORD GREY.** Fawn.  
**LORELEY.** Lemon with purple.  
**LORD SALISBURY.** Lavender shaded a smoky fawn.  
**MADAME CHEREAU.** White, edged with lilac.  
**MONSIGNOR.** Violet.  
**MRS. H. DARWIN.** A pure white.  
**NIBELUNGEN.** Fawn-yellow; falls violet.  
**OSSAMEQUIN.** Reddish bronze.  
**PALLIDA DALMATICA.** Clear lavender.  
**PALLIDA SPECIOSA.** Dark lavender shaded lighter.  
**PRINCESS VICTORIA LOUISE.** Yellow and plum-colored.  
**PROSPER LAUGIER.** Velvety carmine.  
**QUEEN OF MAY.** Old rose.  
**QUEEN OF THE GYPSIES.** Smoky bronze.  
**RHEI NIXE.** Pure white.  
**ROSE UNIQUE.** Bright violet rose  
**SEA GULL.** White, falls netted blue.  
**SHERWIN WRIGHT.** Deep golden yellow.  
**WANETA.** Falls light blue; standards silvery.  
**WYOMISSING.** Creamy white, falls deep rose.

**SELECT PEONIES**—All large-flowering, four colors, all different, in white, pink, red and light pink, the four for \$1.00 postpaid or one for 35c postpaid, or 12 mixed selected from over 600 varieties, for \$2.00 postpaid, or 25 fine varieties for \$3.00, express collect.



# DEPRESSION HARD-TIME PRICES

## On Some of the Very Best Bulbs Ever Offered

These are less than wholesale prices quoted by any firm. When ordering, please order by number. I stand back of every bulb shipped in these collections and they are the same as regular catalog varieties  
**All Special Offers Postpaid — Let Me Send Copies of This Catalog to Your Friends**

### SPECIAL OFFER NO. 1

**12 GIANT FLOWERING DAHLIAS**, some of the World's best, nothing better grown, all 8 to 12-inch blooms in diameter, and if you will try this collection, you will have a REAL Dahlia garden, regular value \$6.75. **All 12 for \$4.00.**

**ALMA ALEXANDER**...Orange-red, 50 cents.  
**CHARLOTTE ALEXANDER**. White-edged violet, 50 cents.  
**ELKRIDGE**. Pure white, 50 cents.  
**GILDA GRAY**. Tyrian rose, 50 cents.  
**JACQUES FUTRELLE**. Yellow, 50 cents.  
**MARGARET W. WILSON**. Opalescent pink, 25 cents.  
**MRS. GEORGE SKEEN**...Shrimp-pink, \$1.00.  
**PRIDE OF STRATFORD**. Brilliant orange, 50 cents.  
**ROBERT SCOTT**. Apricot yellow, 50 cents.  
**ROYCROFT**. H. C. Buff, 50 cents.  
**SPIRIT OF ST. LOUIS**. American Beauty rose, \$1.00  
**YANKEE KING**. Strawberry pink, 50 cents.

### SPECIAL OFFER NO. 2

**48 GLADIOLI**, all large flowering, some of the best kinds grown. Try this collection and have a fine Gladiolus garden. Regular value \$2.00, for **\$1.00 postpaid**. 8 pink, 8 salmon, 8 white, 8 yellow, 8 lilac, 8 deep crimson.

### SPECIAL OFFER NO. 3

**6 GIANT FLOWERING DAHLIAS**, all wonderful flowers, nothing any better for the price. Regular value \$1.50, for **\$1.00**.

**BASHFUL GIANT**. Orange, 25 cents.  
**ELEANOR GRANT**. White, 25 cents.  
**RALPH BLODGETT**. Chrome yellow, tipped white, 25 cents.  
**BONNIE BRAE**. Peach and cream, 25 cents.  
**JUDGE ALTON PARKER**. Purple-maroon, 25 cents.  
**ROMAN EAGLE**. Copper, 25 cents.

### SPECIAL OFFER NO. 4

**100 SPECIAL MIXED GLADIOLI**, all blooming size, 25 separate kinds in this mixture, all large-flowering types. Regular value \$3.50, for **\$1.50**. If you want a REAL BUY on GLADS., try this.

### SPECIAL OFFER NO. 5

**SIX** of the best and most beautiful **POMPON DAHLIAS** for cut flowers, regular value 90 cents, for **60 cents**.

**AMBER QUEEN**. Amber, fine.  
**CHALLENGE**. Red and white.  
**DEW DROP**. Light pink.  
**GOLDEN QUEEN**. The most perfect yellow.  
**PRINCE CHARMING**. Cream tipped purple.  
**RAPHAEL**. Dark maroon.

### SPECIAL OFFER NO. 6

**TWELVE LARGE-FLOWERING DAHLIAS**, one of the best collections ever offered by any one for so small an amount. Regular value \$3.00, for **\$2.00**.

**AVALON**. Large fine yellow.  
**BONNIE BRAE**. Peach and cream.  
**BASHFUL GIANT**. Buff.  
**DR. TEVIS**. Salmon-rose.  
**ELEANOR GRANT**. White.  
**MRS. IDA DE VER WARNER**. Orchid.  
**MARGARET W. WILSON**. Opalescent pink.  
**MRS. C. B. BENEDICT**. Yellow.  
**PRIDE OF CALIFORNIA**. Crimson.  
**RALPH BLODGETT**. Chrome yellow tipped white.  
**ROMAN EAGLE**. Copper.  
**SOMERSET**. Salmon and old gold.



## **SPECIAL OFFER NO. 7**

**SEVEN (7)** of the latest and best large-flowering **DECORATIVE DAHLIAS** ever offered at such low prices; regular value \$6.75, for **\$5.00**. Try them and have an exhibition lot. It is much cheaper to grow good stock than cheap; it doesn't take any more ground and you will like these. All are good.

**ALICE GREEN.** \$1.00.

**C. T. HARDWICK.** \$1.00.

**KATHLEEN NORRIS.** 75 cents.

**MRS. A. B. SEAL.** \$1.00.

**MRS. EDNA B. CHAMPLIN.** \$1.00.

**PRIDE OF MONMOUTH.** \$1.00.

**THE SURPRISE.** \$1.00.

## **SPECIAL OFFER NO. 8**

**TWENTY-FIVE (25) FIRST-CLASS DAHLIAS**, all different, without labels, a beginner's collection, and when they flower you will surely be surprised. Regular value \$5.25, for **\$2.00**, a special price.

**TO ANY CUSTOMER** sending in a \$10.00 to \$14.00 order, I will send free, one of my new J. K. Alexander, Jr. Dahlias, 12-14 inches in diameter, the largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in center of each petal. This is even better than Satan and it sells for only **\$3.00 per root** and is worth \$10.00 of any Dahlia Grower.

**TO ANY CUSTOMER** sending in an order for \$15.00 or over, I will send free a bulb of my new Dahlia Mrs. J. K. Alexander, a 14-16 inch bloom and flowers as free as a Pompon Dahlia. It is the most beautiful yellow ever introduced and sells for **\$5.00 per root**.

## **J. K. ALEXANDER**

**The World's Largest Dahlia Grower**

## **ALEXANDER'S DAHLIAS**

**449 CENTRAL STREET**

**EAST BRIDGEWATER, MASS.**